

### **NLTRA Mission**

To promote tourism and business through efforts that enhance the economic, environmental, recreational and cultural climate of the area.

**Chair:** Carlyne Fajkos, Tahome Marketing | **Vice Chair:** Becky Moore, Granite Peak Management

**Brett Williams**, Agate Bay Realty | **Brit Crezee**, Sotheby's International Realty | **Christine Horvath**, Squaw/Alpine

**Kressa Olguin**, Hyatt Regency | **Melissa Burin**, The Ritz-Carlton | **Ray Villaman**, Tahoe Restaurant Group | **Susan Whitman**, Northstar

**Tyler Gaffaney**, Tahoe Biltmore | **Vinton Hawkins**, MJD Capital Partners/The Boatworks at Lake Tahoe | **Wendy Hummer**, EXL Media  
Advisory Board Member: **Erin Casey**, Placer County

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**Meeting ID: 857 7494 3431**

**Passcode: 580660**

**+1 669 900 9128 US (San Jose)**

### **AGENDA**

- 2:15pm
1. Call to Order – Establish Quorum
  2. Public Forum-Any person wishing to address the Board of Directors on items of interest to the Board not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes since no action may be taken by the Board on items addressed under Public Forum.
- 2:25pm
3. **Agenda Amendments and Approval**
- 2:30pm
4. **Approval of Tourism Development Meeting Minutes from Feb 23, 2021** **Page 1**
- 2:35pm
5. Broken Arrow Skyrace - Katie Biggers & Brendan Madigan (10 minutes) **Page 4**
- 2:45pm
6. **Action items:**
    - a. **Broken Arrow Skyrace - Katie Biggers (5 minutes)**
- 2:50pm
7. 6-Month Report Highlights - Amber Burke, Liz Bowling & Sarah Winters - 30 minutes **Page 11**
- 3:20pm
8. TBID Update & Communications Plan - Jeff Hentz & [Liz Bowling](#)- 20 minutes
- 3:40 pm
9. Spring Campaign Update - Amber Burke - 20 minutes **Page 33**

- 3:55pm 10. Departmental Reports (The following reports are provided on nltra.org monthly and can be pulled for discussion by any committee member. Click [here](#) for reports)
- Conference Sales
  - Leisure Sales
  - Social Media - The Abbi Agency
  - Advertising - Augustine Agency
11. Standing Reports (located on nltra.org; [here](#))
- Destimetrics Report
  - Conference Activity Report
  - Lodging Referral Report
- 4:10pm 12. Committee Member Comments
- 4:15pm 13. Adjournment

*This meeting is wheelchair accessible*

*Posted online at [www.nltra.org](http://www.nltra.org)*

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